

PATENT ABSTRACTS OF JAPAN

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(21)Application number : **11-188231** (71)Applicant : **RI CHINSEI**

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(30)Priority

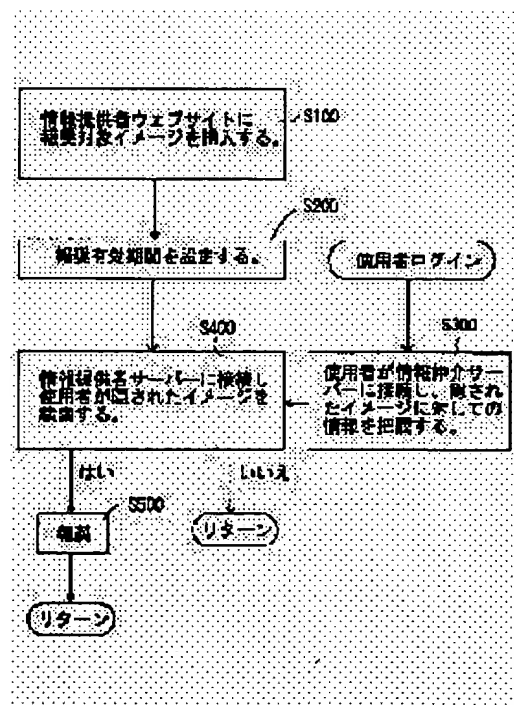
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number :		date :		country :	

(54) METHOD FOR TRANSMITTING INFORMATION THROUGH COMPUTER NETWORK

(57)Abstract:

PROBLEM TO BE SOLVED: To efficiently transmit information such as advertisement by updating a user data base and a counter data base when a user searches a hidden hyper-link image within the validity term of a bonus and providing the bonus to the user searching the hyper-link image.

SOLUTION: A hyper-link image is inserted into a web site of an information providing sever (step S100), an optional period validating a vonus is set up in the hyper-link image (step S200). A user is connected to an information mediating server through a network to obtain information for



the hidden hyper-link image (step S300) and moved to the web site of the information provider to retrieve the hidden hyper-link image (step S400). When the hidden hyper-link image is searched within the validity term of the bonus, the contents of the user data base and the counter data base are updated and the bonus is provided to the user (step S500).

LEGAL STATUS

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[Patent number]

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CLAIMS

[Claim(s)]

[Claim 1] In the signal transduction approach by which one or more user computers, one or more information provider servers, and one or more information agency servers led the computer network constituted by connecting mutually The database concerning [the above-mentioned information agency server] a network user's human matter, The identification number database about the hyperlink image inserted in said information provider server's website, The phase which is equipped with the counter database which records the number of the above-mentioned hyperlink image discovered for every user, and inserts a hyperlink image in said information provider server's website, The phase where a user acquires the information over said hyperlink image connected and inserted in said information agency server through the computer network, The phase of searching the hyperlink image which moved to the information provider server using the information provided with the user, and was inserted, The phase which updates a user database and a counter database when the hyperlink image in which the user was hidden is discovered within the expiration date of a bonus, The signal transduction approach which led the computer network characterized by providing the phase of giving a bonus to the user who discovered said hyperlink image.

[Claim 2] The signal transduction approach which led the computer network according to claim 1 characterized by providing further the phase of setting up the period set as the object of a bonus to a hyperlink image.

[Claim 3] The signal transduction approach which led the computer network characterized by providing further the phase which shifts to the phase of giving the above-mentioned bonus only when a fixed response is required of a user when a user discovers a hyperlink image, and a user answers.

[Translation done.]

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[The field of the technique in which invention belongs] It is related with the approach of specifically transmitting information like an advertisement to a network user more efficient more effectively about the approach of transmitting information, on computer networks, such as the Internet.

[0002]

[Description of the Prior Art] As for informational offer and the collection which led networks, such as the Internet, with development of a computer network technique recently, it is well known to have had great effect in modern society. especially – the Internet – setting – the so-called World Wide Web (World Wide Web, WWW) the importance of transfer of the various information which the number of the persons using the Internet was increasing from development of the related technique rapidly, and users could access the Internet, could touch only by the simple mouse click that there is no time difference in the information on every corner of the earth, and used the Internet – *** – it is becoming large.

[0003] The basis of such a situation, each company, etc. are an advertising image (Banner and a following burner are called.) including the easy information about the goods linked to the website of their company. The rate which inserts in the website of company or the other company, and carries out advertising activities is becoming still higher. However, for users, an image only including mere advertising contents becomes the factor which has a connection rate checked, and may be set as the object of an antipathy. Moreover, generally the computer software program which deletes such a simple advertising image has already circulated. such a simple advertising image has mostly very low CTR (ClickThrough Rate, i.e., a user, – a burner – leading – an advertisement – what divided the number of callers by burner click by the number of the whole burner displays as a ratio which visits the main websites), and many are the inside and outside of 1%. for this reason, an advertisement – the present condition is that the approach the above effectiveness which does not pass main quite to the inefficient non-effectiveness advertising approach, therefore inserts a simple advertising image is is needed.

[0004] When the technique conventionally used by such approach was inserting the burner advertisement in the website of the Internet and such an advertising image was clicked, the approach, i.e., the fixed amount of money, of giving a fixed bonus was paid to the user, and approaches, such as making ** cyber-money which can use a coupon for an electronic commerce in offer and the user name saved etc., were used. That is, it is the structure which pays to a user the information on the contents which were fixed on the Internet, especially the price which reads an advertisement. Such a Prior art is an American patent official report and the 5,794,210th. It is indicated by the number. According to the patent of this United States, a user is an information agency server (an information provider, advertisement i.e., the server which does management to a user while offering the information about the main websites and teaching the contents of that bonus). When click the offered burner advertising image, downloading specific software from a specific site or purchasing a specific product using electronic-commerce dealings, it has proposed presenting the predetermined contents with a bonus at a user. As the bonus approach, a user's bank account receives the fixed amount of money, or the method of offering a coupon is mainly used. ** cyber-money (Cyber Money) ** is made to be saved according to a user's identifier, and there is also the bonus approach which a user can use for electronic commerce dealings.

[0005] Drawing 1 shows the general environment used with the conventional technique, and is constituted by network 4 like the Internet with one or more user computers 1 by which connection was each-other made, one or more information provider servers 2, and one or more information agency servers 3. Here, the information provider server 2 shows servers, such as a company which is going to offer information to the user, and the information agency server 3 says the server which provides a user with the contents of the bonus offered by the information provider server 2. The information agency server 3 manages the database about an information provider and a user with this. A network can constitute the 4 Internet, a short-distance communication network (LAN), a cable TV network, etc. from anythings, as long as it digitizes multimedia information and information can be exchanged bidirectionally.

[0006] The user has usually connected with a network through a personal computer. Through a network 4, all connection is mutually possible for a user, the information provider server 2, and the information agency server 3, and information interchange of them is bidirectionally possible.

[0007] It is as follows if a Prior art is concretely explained to reference for drawing 1 . First, hyperlink image linked to the website of the information agency server 3 which offers the information about a bonus so that it could move to an information provider's 2 website (burner) It is inserted and is registration (Sign Up) of a user. The interface of a sake is offered. The approach a user receives a bonus with the rough contents about an information provider's 2 website, the amount of a bonus, etc. are written by the above-mentioned hyperlink image. After a user connects with the information agency server 3 through a network 4, he can choose the information offer server 2 which presents the bonus which he

desires through the hyperlink image inserted in the information agency server's 3 website, clicks a hyperlink image with a mouse, and moves to the information offer server's 2 website. That is, a user connects with the information offer server's 2 website by clicking a hyperlink image with a mouse, and the contents of the user database are updated as what is set as the object of a bonus.

[0008]

[Problem(s) to be Solved by the Invention] Thus, a Prior art clicks a burner advertising image simply, or downloads specific software, or the description is in the place which gives a user a bonus only by using electronic commerce. That is, a user connects with the information agency server 3, clicks a burner advertisement, and is set as the object of a bonus only by moving to an applicable advertiser's server. Therefore, since a user will become a candidate for a bonus if even migration is carried out to an information provider's 2 website, as soon as it connects with an information provider's 2 website, it will move to other information provider servers 2, and an interest should not go to other contents provided with the user from an information provider's 2 website. Therefore, if a bonus must be given from an information provider's 2 position regardless of whether the user has recognized the information which he is going to transmit to a user and it sees from the field of whenever [signal transduction and cognitive], it cannot be said that it is so effective and efficient.

[0009] In order to solve the trouble of the above-mentioned conventional technique, this invention hides beforehand the hyperlink image set as the object of a bonus (treasure) to an information provider's website, and aims at transmitting the information on advertising etc. efficiently using the approach of presenting with a bonus, only when a user discovers the above-mentioned hyperlink image.

[0010]

[Means for Solving the Problem] The signal transduction approach which led the computer network of this invention In the signal transduction approach by which one or more user computers, one or more information provider servers, and one or more information agency servers led the computer network constituted by connecting mutually The database concerning [the above-mentioned information agency server] a network user's human matter, The identification number database about the hyperlink image inserted in said information provider server's website, The phase which is equipped with the counter database which records the number of the above-mentioned hyperlink image discovered for every user, and inserts a hyperlink image in said information provider server's website, The phase where a user acquires the information over said hyperlink image connected and inserted in said information agency server through the computer network, The phase of searching the hyperlink image which moved to the information provider server using the information provided with the user, and was inserted, It is characterized by providing the phase which updates a user database and a counter database when the hyperlink image in which the user was hidden is discovered within the expiration date of a bonus, and the phase of giving a bonus to the user who discovered said hyperlink image.

[0011] When it is characterized by providing further the phase of setting up the period set as the object of a bonus to a hyperlink image in an example of this invention and a user discovers a hyperlink image in other examples, a fixed response is required of a user, and only when a user answers, it is characterized by providing further the phase which shifts to the phase of giving the above-mentioned bonus.

[0012]

[Embodiment of the Invention] It explains referring to a drawing about the suitable operation gestalt of this invention. The environment where the signal transduction approach which led the computer network of this invention is used is the information agency server 3 of 2 or 1 or more information provider servers of one or more user computers [1 or 1 or more], and these can interconnect through a network like the Internet. About the environment of this computer network, it is the same as that of what was shown in drawing 1 . In addition, in this specification, it shall be the concepts on a website on a network "it stops", "for it to move", "it visit", etc., and reference shall be made about the information source of the information read to the user computer 1.

[0013] Drawing 2 is the flow chart of the signal transduction approach concerning this invention. This invention aims at making a user recognize in detail the information offered from a website, while a user stops for a long time to an information provider's 2 website. That is, the hyperlink image set as the object of a bonus (treasure) is hidden in an information provider's 2 website, and the information agency server 3 gives only the rough hint to the hidden image. Therefore, although a user searches the image hidden in an information provider's 2 website, the time amount to which a user stops at an information provider's 2 website compared with the conventional signal transduction approach will increase, and it becomes possible to make the contents of the website look for more carefully of this.

[0014] The counter database for recording the number of the hyperlink image which discovered the identification number to the hyperlink image which is presenting with a bonus when the user database about a user's human matter and a user discover, as shown in drawing 7 according to the user within the identification number database for recording according to a user and the expiration date of a bonus is built by the information agency server 3. Including information, such as a user's fundamental human matter, for example, an identifier, the address, sex, and an e-mail address, a user database is recorded, when, as for this, a user joins as a member.

[0015] An identification number database is inserted in an information provider's 2 website, and when a user discovers, it gives an identification number respectively to each hyperlink image set as the object of a bonus. The identification number for identifying the hyperlink images of each is assigned to ***** by the table-of-random-numbers generating program. An identification number database is recorded each time, when a user discovers a hyperlink image according to the identification number to each image, and an information provider 2 like an advertising provider can use which website the user visited and information as one data.

[0016] Under the above environments As opposed to the phase S100 and each hyperlink image whose signal transduction approach which led the computer network by this invention inserts the hyperlink image to which the

identification number was given on the information offer server's 2 website. The phase S200 where a bonus sets up an effective arbitration period, and a user connect with the information agency server 3 through a network 4 like the Internet. Even if it offers the information over the hidden hyperlink image. When the **** phase S300, the phase S400 of searching the hyperlink image which moved to the website of the information provider 2 provided with the user, and hid, and the hyperlink image in which the user hid are discovered within the shelf-life of a bonus, It is constituted as a phase S500 of giving a user a bonus with the phase and the predetermined principle which update a user database and a counter database.

[0017] The phase S100 which inserts an image is constituted as follows. The image to which the identification number was assigned is hypertext markup language GEJITAGU (Hyper Text Mark up language Tag HTMLTAG) to each information offer server's 2 website. It is inserted as a gestalt. When a user discovered and clicks, after each image etc. is linked to the information agency server 3 and checks user registration propriety, in the case of a registration user, it updates a related database.

[0018] The phase S200 of setting up an arbitration period is realized by correcting the contents of the identification number database. A user uses a personal computer etc., connects with a network 4 like the Internet, and connects with the information offer server's 2 website. The initial screen when a user connects with the information agency server 3 is illustrated to drawing 3. A serve menu including the general contents about a serve menu (treasure-hunting map) including the rough information about the place where user registration ME 2 YU and a hyperlink image were inserted, the serve menu with which a user can check the number which discovered the image, and an information agency server is shown in an initial screen. The user who the user who connected with the information agency server 3 for the first time could do user registration, and has already finished registration is Sir BUME 2 YU (treasure-hunting map) with the information about the hidden hyperlink image. It will move directly and information will be acquired (refer to S300 and drawing 4).

[0019] As shown in drawing 4, the above-mentioned information shows the number of an image which is the image linked to an information provider's website, and hid in an information provider's website, and the hint to the hidden place. After a user checks this, he will click this, will move to the information offer server 2, and will search the hyperlink image hidden by the above-mentioned hint (S400). The hyperlink image inserted in the information offer server's 2 website is discovered, and since clicking this is set as the object of a bonus, a user comes to read the information on a stop website carefully for a long time inevitably to an information provider's website.

[0020] If a user discovers a hyperlink image and clicks this, it will move to the information agency server 3. In the information agency server 3, with the identification number of the hyperlink image which the user discovered, record on an identification number database, it is made to update by increasing one counter of a counter database to a user, and an updating result is shown to a user like drawing 5.

[0021] The phase S500 of giving a bonus is constituted as follows. Although it is variously as contents of the bonus, approaches, such as the approach of paying with the approach of paying the fixed amount of money to a user, the approach of saving the fixed amount of money and making it use for electronic commerce or a premium, and a coupon, can be used. The user who becomes a candidate for a bonus can use the approach of giving a bonus by the sequence which was able to discover many images, and the method of giving all users a bonus by the number of the discovered image. Drawing 6 is a screen on which a bonus classifies the hyperlink image which the user discovered according to the period of effective arbitration, and a user is made to display it.

[0022] Drawing 7 illustrates the identification number database and counter database which are used for this invention. The database according to user, an identification number database, and a counter database are required for a database required for this invention, and when a user discovers a hyperlink image, if a questionnaire is performed, a questionnaire database and a questionnaire result database are further needed.

[0023] Drawing 8 illustrates other examples of this invention. This example establishes further the phase S600 of requiring predetermined action of a user. That is, when the image with which a user becomes a candidate for a bonus is discovered, a user is required to respond to predetermined action, for example, a questionnaire, (refer to drawing 9). By this, it can check whether the user recognizes the contents of the website with which the information offer server was provided, and a questionnaire result can be utilized effectively.

[0024]

[Effect of the Invention] As mentioned above, an information provider can transmit especially the information like an advertisement to a user efficiently and effectively on a network like the Internet by this invention. That is, it has the advantage which can be transmitted more certainly, giving a network user the motive of a bonus for the information with which an information provider server's website is provided. Rating of a bonus is given by discovering positively the hyperlink image which a user is not set as the object of a bonus only by clicking a burner advertisement after connecting with an information agency server, but moves to an information provider's website and is set as the object of a bonus by the hint which has appeared in the burner advertisement. Therefore, a user will read an advertiser's website more careful positively and users are information providers (advertiser etc.). Recognizing the contents of the website more correctly, the effectiveness of signal transduction increases. From motive grant called a bonus, a user will search an information provider's website like a game to a user. Furthermore, make the time amount to which a user stops at an information provider's website increase, and the effectiveness of signal transduction is raised, it is more positive, information is made to transmit correctly, and it has the advantage which you are made to recognize.

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PRIOR ART

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[0005] Drawing 1 shows the general environment used with the conventional technique, and is constituted by network 4 like the Internet with one or more user computers 1 by which connection was each-other made, one or more information provider servers 2, and one or more information agency servers 3. Here, the information provider server 2 shows servers, such as a company which is going to offer information to the user, and the information agency server 3 says the server which provides a user with the contents of the bonus offered by the information provider server 2. The information agency server 3 manages the database about an information provider and a user with this. A network can constitute the 4 Internet, a short-distance communication network (LAN), a cable TV network, etc. from anythings, as long as it digitizes multimedia information and information can be exchanged bidirectionally.

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]

[Drawing 1] The general environment where this invention is used can be expressed.

[Drawing 2] It is the flow chart of the signal transduction approach by this invention.

[Drawing 3] It is an initial screen when the user in the example according to this invention connects with an information agency server.

[Drawing 4] It is a screen although the information over the hyperlink image inserted in an information provider server's website in the example according to this invention was offered to the information agency server.

[Drawing 5] It is a screen showing the number of the hyperlink image which the user in the example according to this invention discovered.

[Drawing 6] It is the screen where the user in the example according to this invention expresses the number of the hyperlink image discovered according to the bonus period.

[Drawing 7] It is drawing which illustrated the database used to this invention.

[Drawing 8] It is the flow chart of other examples of the signal transduction approach by this invention.

[Drawing 9] the example of further others according to this invention – it is a screen at the time of performing a questionnaire to the user who kicks.

[Brief Description of Notations]

1 User Computer

2 Information Provider Server

3 Information Agency Server

4 Network

[Translation done.]

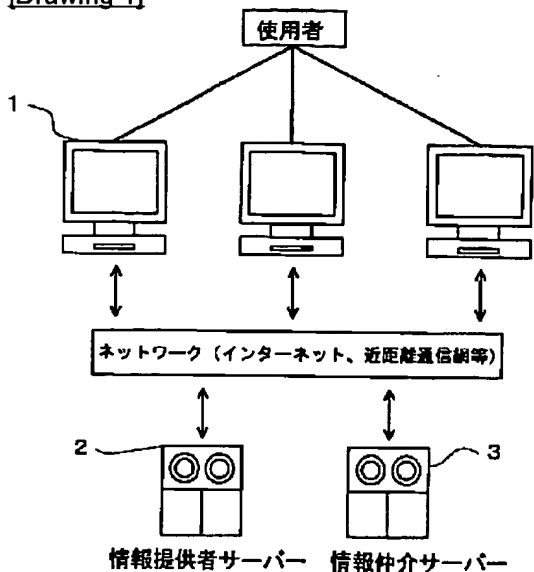
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DRAWINGS

[Drawing 1]



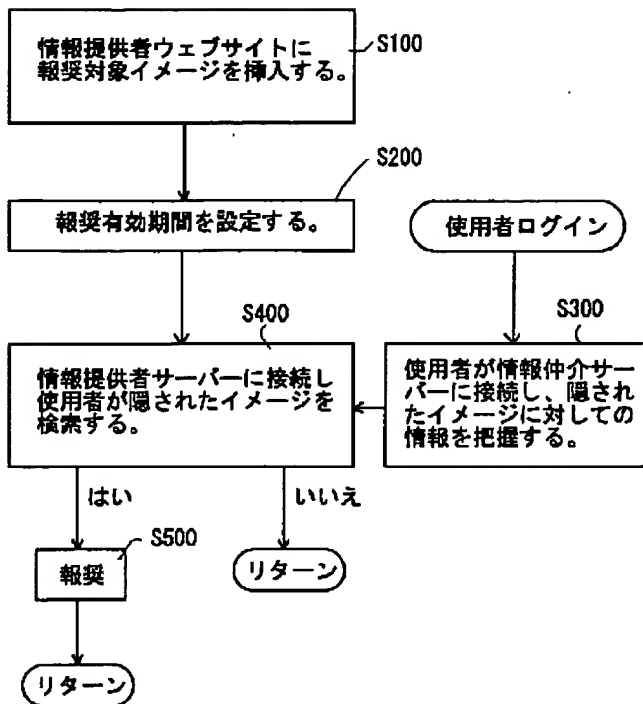
[Drawing 5]

おめでとうございます。

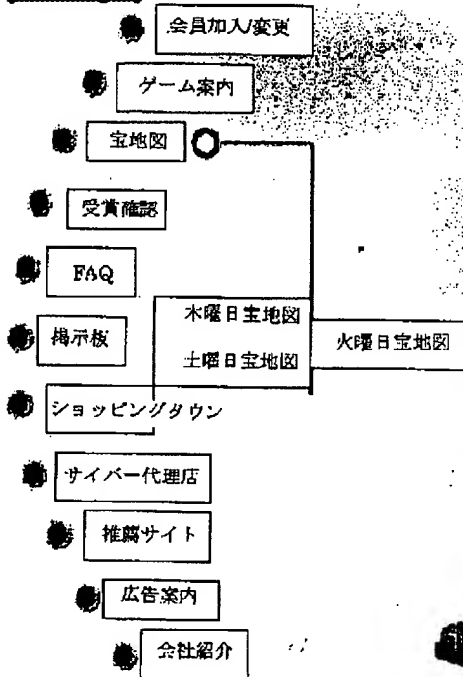
あなたは今週 3 個の宝物を探し出しました。



[Drawing 2]



[Drawing 3]



[Drawing 7]

(a) 鑑別番号データベース

ID	kbb139119w	kbb440831w	kbb713919w	kbb742482w	kbb983810w
第一太郎	1	1	1	1	1
村田花子	0	1	0	1	1
吉田太郎	1	1	1	0	1
野田花子	0	1	0	0	1
木村花子	0	0	1	0	0
.					
.					

(b) カウンタデータベース

ID	カウント	週間合計	月間合計	年間合計
第一太郎	6	6	20	50
村田花子	3	3	11	25
吉田太郎	5	5	22	58
野田花子	2	2	9	9
木村花子	1	1	13	21
.				
.				

[Drawing 4]



★宝物探し 国産米 ★

宝物維持期間

1998年9月5日 午前11時から 1998年9月11日 10時まで
 注意! 前週 宝物はクリックしてもエラーが出るので、今週宝物の形を
 必ず確認してください。

Computer/通信

ID 発給/E-mail 通報サービス

宝の数: 5 個

宝の形

HINT

Press Release/製品及びサービス-overseas call-サービス料金
 顧客ハウス-Q&A/サイバーカップル/Event Room-自動納付

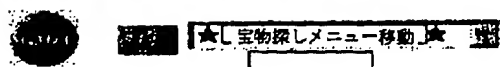
宝の数: 5 個

宝の形

HINT

ストリート・分堂 - be bop / 読者アンケート/
 我々は/定期購読/スポーツ・水泳・概要及び歴史

[Drawing 6]



今週問 6 個

3

期間別 6 倍

12

年間中 6 個

73

情報提供者ウェブサイト
報奨対象イメージを挿入する。

✓ S100

報奨有効期間を設定する。

S200

使用者ログイン

\$300

情報提供者サーバーに接続し
使用者が隠されたイメージを
検索する。

使用者が情報仲介サーバーに接続し、隠されたイメージに対しての情報を把握する。

はい

いいえ

設問調査

リターン

招標

~ \$500

リターン

[Drawing 9]

おめでとうございます。

下記アンケートの回答がなければ報奨（宝物）はあげられません。

1. もし、宝探しでオンライン上ではない特定の場所で宝物探し
会員だけのイベント（コンサート、芸能人参加イベントなど）を
するなら、あなたは参加する意向はありますか？

- ☐ 参加する。
- ☐ プログラムの内容を見て参加する。
- ☐ 参加したくない。
- ☐ 無料だったら参加する。
- ☐ 分からない。

完了

[Translation done.]